

- Faculté des sciences économiques
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International Negotiation (5EN2014)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Master en développement international des affaires	Cours: 2 ph	Voir ci-dessous	3
Master in General Management	Cours: 2 ph	Voir ci-dessous	3
Master of Science en innovation	Cours: 2 ph	Voir ci-dessous	3

ph=période hebdomadaire, pg=période globale, j=jour, dj=demi-jour, h=heure, min=minute

Période d'enseignement:

- Semestre Printemps

Equipe enseignante

Professeur : Katarzyna JAGODZINSKA PhD
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Contenu

The major components of this course are as follows:

- Introduction to international negotiation – the meaning and objectives of negotiation, key concepts, main difficulties;
- Preparing for negotiations ;
- The negotiation approaches (Principled Approach, FBI model, Negotiation Booster) ;
- Fundamental tactics used during the different negotiation stages;
- Arriving at mutually acceptable agreements;
- The art of persuasion: effectively communicating in a world of diversity;
- Managing perception to achieve a desired outcome.

Course objectives :

The course aims at providing students with the basic tools and concepts needed to analyze, implement and evaluate processes for successful negotiation and sustainable deal making in an international and multicultural business environment. Consequently, this course encourages students to use more systematic ways to be effective in their negotiations; to understand why others might not be as systematic, and what to do about it; as well as to enhance the ability to maximize the opportunities for mutual agreement in negotiations.

Very often parties approach negotiations in a distributive, "us" versus "them" manner, yet most of the time there are integrative opportunities to enlarge the sources of value for all the parties involved. This course helps identify and capture these sources of value to expand the possibilities on the negotiating table and to arrive at win-win solutions.

From a practical perspective, the students will personally experience the negotiation process in the course of mock negotiations, simulation exercises, and interactive class discussions.

This course will aim to build a bridge between modern negotiation theory and international business practice. The analysis of the course concepts will be performed in the context of multicultural teams and internationalization of business affairs.

Forme de l'évaluation

EI : Internal oral exam during class at the end of the semester (exact date to be determined) covering all the content of the semester (all materials on Moodle + class notes + assigned readings and videos)
+ continuous evaluation (active in-class participation, case studies, presentations, role plays and negotiation simulations) during the semester

Important: notes, texts, books and other documentation, as well as computers, connected phones and other connected electronic devices are not allowed in the examination.

In case of violation of these rules, these items will be removed and the exam will be considered void.

Modalités de rattrapage

Rattrapage : oral exam of 30 minutes during the exam session or during the session de rattrapage (to be determined)

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Documentation

- Obligatory book: K. Jagodzinska, The Financial Times Guide to High-Impact Negotiation: A Comprehensive Guide for Executing Valuable Deals and Partnerships.

Financial Times Publishing, Pearson, London UK, 2023 edition

Disponible chez Payot Neuchâtel

E-book (Kindle version):

https://www.amazon.de/-/en/Kasia-Jagodzinska-ebook/dp/B0BRSV8Q5M/ref=tmm_kin_swatch_0?_encoding=UTF8&qid=1691746222&sr=8-1

- Cases - Harvard Business Review (provided on Moodle by the Professor)
- Other articles and materials assigned by the Professor

Forme de l'enseignement

Theory, examples and practical exercises, simulation games, mock negotiations, class discussions.

Objectifs d'apprentissage

Au terme de la formation l'étudiant-e doit être capable de :

- Communiquer
- Sensibiliser
- Discuter
- Convaincre
- Dialoguer

Compétences transférables

- Communiquer efficacement, par écrit et/ou oral, de manière rigoureuse et scientifique
- Appliquer ses connaissances à des situations concrètes
- Promouvoir l'esprit d'entreprise et développer la curiosité intellectuelle